

ESTTA Tracking number: **ESTTA504016**

Filing date: **11/06/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Boca's Best Locksmith, Inc.
Granted to Date of previous extension	11/07/2012
Address	10343 Coventry Court Boca Raton, FL 33428 UNITED STATES
Attorney information	Ali Weinberg Law Office of Amos Weinberg 49 Somerset Drive South Great Neck, NY 11020 UNITED STATES aweinberg05@gmail.com Phone:5168293900

### Applicant Information

Application No	85497305	Publication date	07/10/2012
Opposition Filing Date	11/06/2012	Opposition Period Ends	11/07/2012
Applicant	21st Century Solutions, Ltd Dayton International Airport 3644 Cargo Road Vandalia, OH 45377 UNITED STATES		

### Goods/Services Affected by Opposition

Class 035. First Use: 2003/00/00 First Use In Commerce: 2003/00/00

All goods and services in the class are opposed, namely: (Based on Use in Commerce) on-line store services featuring keyless locks, keyless lock systems, intercoms, cameras, monitors, control panels, lockboxes, safes, security equipment and components of and accessories for the foregoing; (Based on Intent to Use) retail store services featuring keyless locks, keyless lock systems, intercoms, cameras, monitors, control panels, lockboxes, safes, security equipment and components of and accessories for the foregoing

### Grounds for Opposition

The mark is merely descriptive	Trademark Act section 2(e)(1)
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Attachments	Opposition.pdf ( 5 pages )(168516 bytes ) Exhibits A to D.pdf ( 19 pages )(786446 bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Ali Weinberg/
Name	Ali Weinberg
Date	11/06/2012

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In re Trademark Application Serial No: 85497305	x
	x
For the mark: GOKEYLESS	x
	x
Published in the Official Gazette on: Jul. 10, 2012	x
	x
Boca's Best Locksmith, Inc.	x
	x
v.	x
21st Century Solutions, Ltd	x

NOTICE OF OPPOSITION

COMES NOW the Opposer, Boca's Best Locksmith, Inc. (hereinafter "Opposer"), incorporated in the State of Florida, located at 10343 Coventry Court, Boca Raton, Florida 33428, by counsel Ali F. Weinberg, Esq., of The Law Office of Amos Weinberg. The Opposer believes that it will be damaged by registration of the above-referenced mark, by Applicant 21st Century Solutions, Ltd (hereinafter Applicant"), and hereby opposes same. The grounds for opposition are as follows:

1. APPLICANT'S MARK IS MERELY DESCRIPTIVE OF ITS GOODS AND SERVICES

Applicant seeks to register the mark GOKEYLESS under International Class 035, in connection with "on-line store services featuring keyless locks, keyless lock systems, intercoms, cameras, monitors, control panels, lockboxes, safes, security equipment and components of and accessories for the foregoing; \*\*\* retail store services featuring keyless

locks, keyless lock systems, intercoms, cameras, monitors, control panels, lockboxes, safes, security equipment and components of and accessories for the foregoing.”

Opposer is also in the business of selling keyless locks, including electronic locks, digital locks, safe locks, and lock accessories, via online store services and retail store services. Since 2007, Opposer has operated its on-line store through its website “justgokeyless.com,” and has used the slogan “Just Go Keyless.”

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods and/or services. U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.* The determination of whether a mark is merely descriptive is considered in relation to the identified goods and/or services, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978); TMEP §1209.01(b); *see, e.g., In re Polo Int’l Inc.*, 51 USPQ2d 1061 (TTAB 1999) (finding DOC in DOC-CONTROL would be understood to refer to the “documents” managed by applicant’s software, not “doctor” as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (finding CONCURRENT PC-DOS merely descriptive of “computer programs recorded on disk” where relevant trade used the denomination “concurrent” as a descriptor of a particular type of operating system).

“A mark may be merely descriptive even if it does not describe the ‘full scope and extent’ of the applicant’s goods or services.” *In re Oppedahl & Larson LLP*, 373 F.3d 1171, 1173, 71 USPQ2d 1370, 1371 (Fed. Cir. 2004) (citing *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1346, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001)); TMEP

§1209.01(b). It is enough if the term describes only one significant function, attribute or property. *In re Oppedahl*, 373 F.3d at 1173, 71 USPQ2d at 1371; TMEP §1209.01(b).

Applicants mark, GOKEYLESS, consists solely of merely descriptive terms and should therefore not be registrable. TMEP §1209.03(d); *see, e.g., In re King Koil Licensing Co. Inc.*, 79 USPQ2d 1048, 1052 (TTAB 2006) (holding THE BREATHABLE MATTRESS merely descriptive of beds, mattresses, box springs and pillows where the evidence showed that the term “BREATHABLE” retained its ordinary dictionary meaning when combined with the term “MATTRESS” and the resulting combination was used in the relevant industry in a descriptive sense); *In re Associated Theatre Clubs Co.*, 9 USPQ2d 1660, 1663 (TTAB 1988) (holding GROUP SALES BOX OFFICE merely descriptive of theater ticket sales services because such wording “is nothing more than a combination of the two common descriptive terms most applicable to applicant's services which in combination achieve no different status but remain a common descriptive compound expression”).

The term “GO” means “to move on a course” or “to take a certain course or follow a certain procedure” or “to begin an action or motion.” See Exhibit A, enclosed. The term “KEYLESS” means “lacking a key or keys” or “requiring no key or keys.” See Exhibit B, enclosed. Therefore, the term “GOKEYLESS” merely describes a characteristic or feature of the Applicant’s goods and services, namely, to begin using a lock that doesn’t require a key. Such wording is nothing more than a combination of two common descriptive terms most applicable to applicant's goods, which in combination achieves no different status but remains a common descriptive compound expression. Applicant’s mark creates an instant

association with the use of keyless locks. No imagination, whatsoever, is required by the consumer to determine the type of goods Applicant provides.

## 2. REGISTRATION OF APPLICANT'S MARK WILL INHIBIT COMPETITION IN THE SALE OF KEYLESS LOCKS

Registration of Applicant's mark would permit Applicant to monopolize the description of switching or "going" from a lock that requires a key to a lock that does not require a key. An internet search demonstrates that the term "go keyless" is commonly used to describe the act of switching from a lock that requires a key to a lock that does not need require a key. See Exhibit C. Any such trademark rights that Applicant *may* have had at one time have clearly been abandoned by Applicant's failure to police the mark.

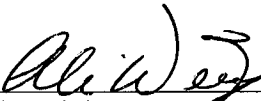
## 3. REGISTRATION OF APPLICANT'S MARK WILL CAUSE HARASSING INFRINGEMENT SUITS

Applicant has already demonstrated its intent to threaten others with harassing infringement suits, as evidenced by the letter sent to Opposer on or about December 16, 2011 (Exhibit D). The Exhibit D letter misleadingly states that Opposer's use of the slogan "Just Go Keyless" on Opposer's website, justgokeyless.com, "constitutes trademark infringement." Indeed, at the time the Exhibit D letter was sent, Applicant did not have a registered trademark for GOKEYLESS, and Opposer respectfully submits that such mark cannot be capable of trademark protection. In the event Applicant's mark is permitted registration, surely it will pursue harassing infringement suits against Opposer and others using the term "go keyless" to advertise or describe their keyless locks.

## CONCLUSION

WHEREFORE the Opposer Boca's Best Locksmith, Inc., by counsel, respectfully requests that the Trademark Trial and Appeal Board prohibit registration of Applicant's mark GOKEYLESS.

Respectfully submitted this 6<sup>th</sup> day of November, 2012.

  
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'go < verb \gō\

went < gone < go-ing < goes <

Definition of GO

*intransitive verb*

- 1 : to move on a course : PROCEED <go slow> <went by train>  
— compare STOP
- 2 : to move out of or away from a place expressed or implied :  
LEAVE, DEPART <went from school to the party> <going away  
for vacation>
- 3 a : to take a certain course or follow a certain procedure  
<reports go through channels to the president>  
b : to pass by means of a process like journeying <the  
message went by wire>  
c : to proceed without delay and often in a thoughtless or  
reckless manner —used especially to intensify a  
complementary verb <why did you go and spoil it> <go  
jump in a lake>  
d (1) : to extend from point to point or in a certain direction  
<the road goes to the lake> (2) : to give access : LEAD <that  
door goes to the cellar>
- 4 *obsolete* : WALK
- 5 : to be habitually in a certain state or condition <go  
bareheaded>
- 6 a : to become lost, consumed, or spent <our time has gone>  
b : DIE  
c : to slip away : ELAPSE <the evening went quickly>  
d : to come to be given up or discarded <these slums have  
to go>  
e : to pass by sale <went for a good price>  
f : to become impaired or weakened <his hearing started to

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**key·less** [kee-lis] [Show IPA](#)**adjective**

1. lacking a key or keys.
2. requiring no key or keys: *a keyless lock operated by a series of push buttons.*

## Relevant Questions

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**Origin:**1815-25; key<sup>1</sup> + -less

## Word Dynamo Rating For Keyless

People who can define **Keyless**  
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## Quote Of The Day

*"Miracles are like jokes. They relieve  
 our tension suddenly by setting us free  
 from the chain of cause and effect."*

-Gerald Branan

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**Keyless** is always a great word to know.  
 So is ninnyhammer. Does it mean:

00:08

- ☐ a fool or simpleton; ninny.
- ☐ a gadget; dingus; thingumbob.

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## Example Sentences

The cabinets must have a **keyless** and keyed entry for ease of access  
 with a backup access for contingency.

We recommend the **keyless** version and full remote installation if you're  
 not in a hurry.

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## World English Dictionary

Collins

**key**<sup>1</sup> (ki:)— *n*

- 1.a metal instrument, usually of a specifically contoured shape,  
 that is made to fit a lock and, when rotated, operates the  
 lock's mechanism
- 2.any instrument that is rotated to operate a valve, clock  
 winding mechanism, etc
- 3.a small metal peg or wedge inserted into keyways
- 4.any of a set of levers operating a typewriter, computer, etc
- 5.any of the visible parts of the lever mechanism of a musical  
 keyboard instrument that when depressed set in motion the  
 action that causes the instrument to sound
- 6.a. Also called: **tonality** any of the 24 major and minor  
 diatonic scales considered as a corpus of notes upon which a  
 piece of music draws for its tonal framework  
 b. the main tonal centre in an extended composition: *a*  
*symphony in the key of F major*

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## eSignatures Go Keyless in the Cloud

Wednesday, October 03, 2012

Contributed By:

**Victor Cruz**



It has been 12 years since the United States passed a law to facilitate the use of electronic records and electronic signatures. Called the Electronic Signatures in Global and National Commerce Act (ESIGN), its general intent in black and white is quoted in the very first section of the legislation; that a contract or signature “may not be denied legal effect, validity, or enforceability solely because it is in electronic form.”

C(1-6)  
①

eSignatures save a lot of waste. No need to get into a car and drive paper documents to your attorney's office for a real estate contract or to a bank to settle a mortgage application.

And it's not too often you hear about a business partnership that seems custom made for the marriage altar, but these two companies fell for each other on first sight.

One has a mission to ensure the authenticity and integrity of digital data wherever it may reside. The other aims to give legal documents a signing authority.

A Swedish start-up called Scrive offers their eSignature service that can produce electronic documents that are provable until the end of time. While Guardtime with operations in Estonia, Singapore and California, has patent-pending "Keyless Signature" technology that gives any kind of data proof of origin and that not a single bit has changed since a specific point in time.

Both companies share a common vector: securing the long-term independent non-repudiation of signed electronic documents.

Says Lukas Duzcko, CEO of Scrive, "Guardtime Keyless Signature integration is key to making Scrive the only eSignature solution in the world that can provide contracts that are enforceable and independent from the existence of Scrive or any other third party."

Scrive is using Guardtime's API for integrating the Keyless Signature service with its e-signing service, so that every PDF generated by the system becomes tamper-evident on its own, independently from the Scrive's platform.

Since Keyless Signatures never expire, the tamper-evidence stays with the signed electronic contract for its entire lifetime.

Case in point is Avanza Bank. When Scrive was asked to produce a bullet-proof e-signing service, the bank asked that many conditions be met:

- Electronically signed contracts were required to maintain its non-repudiation properties throughout the entire agreement lifecycle, often 10 years or more.
- The evidence for contract integrity needed to be independently verifiable by Avanza Bank and its customers with no third-party involvement.
- Service needed to be integrated with existing e-signing platform and customized for Avanza Bank's needs in less than one month.

After researching various PKI-based solutions for data integrity for several years, Scrive teamed up with Guardtime as the only option that could fulfill these stringent requirements for Avanza Bank.

"We have experienced an explosive growth in demand for dematerialization solutions all across the globe," says Mike Gault, Guardtime CEO. "Scrive's e-signing platform for Avanza Bank is another great example of this trend and we're happy to be part of it by securing long-term independent non-repudiation for signed electronic documents."

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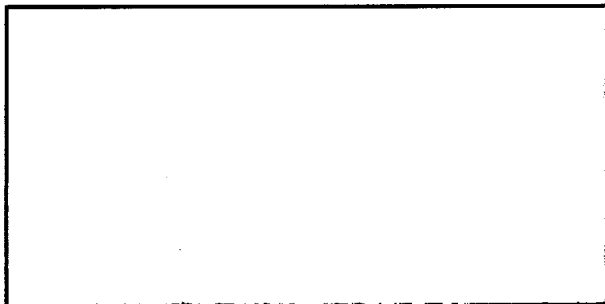
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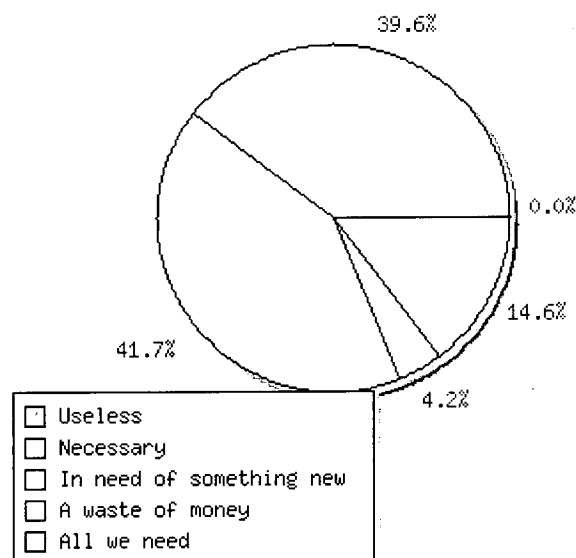
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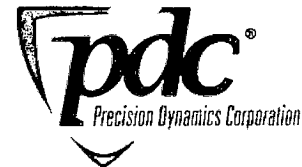
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**For Immediate Release**

**Contact:** Daniel Hobin  
**Precision Dynamics Corporation**  
**Telephone:** 818.897.1111 x1340  
**E-mail:** [danielh@pdcorp.com](mailto:danielh@pdcorp.com)



**New Electronic Lockers Go Keyless at Splash! La Mirada Aquatics Center to Boost Customer Service and Security**

**A simple wave of the wrist by Precision Dynamic's Smart Band RFID Wristband automatically opens Smartecarte lockers.**

SAN FERNANDO, CA--(Marketwire - October 7, 2009) - Guests at Splash! La Mirada Regional Aquatics Center in La Mirada, California are buzzing about one of the waterpark's state-of-the-art attractions. Turns out that it isn't a water ride but a dynamic locker system that provides convenient keyless access, electronically activated by guests' RFID (radio frequency identification) wristbands.

Launched in November 2007, the RFID system ensures quick and easy access to waterpark lockers, while eliminating the chance of losing locker keys or forgetting combination codes. The system also provides maximum security as RFID is recognized as one the most accurate and reliable technologies available.

The process at Splash! begins as guests receive a disposable Smart Band® wristband from the service desk. Developed by Precision Dynamics Corporation (PDC) of San Fernando, CA, Smart Band® is a non-transferable wristband with a securely sealed RFID microchip, which is programmed with a unique 16-character code. When scanned by a RFID reader at locker access stations, a low-power radio wave activates the chip to securely collect and transfer data. The microchip assigns the waterpark guest a locker and triggers the locker to open -- all with the wave of a wristband. The Smartecarte® lockers are developed by Smartecarte® of Saint Paul, Minnesota.

Guests at the aquatics center have remarked on the combination of convenience and security that the RFID system provides. "Guests find it real simple to use," said Lori Thompson, Aquatics Manager for the city of La Mirada. "There's no need for the guests to find their locker as the system does it for them, automatically popping open the locker door. Guests say that they feel secure knowing there's no chance for keys to fall out of their pockets. Plus, they have access to the lockers and their valuables at all times."

The aquatics center had earlier used a reusable RFID wristband with the lockers, charging a \$6 deposit, but it required guests to wait in line at the end of the day to return the bands for their deposit.

"Customers find the new disposable PDC Smart Band® to be much more convenient as it helps eliminate those lines and save time," said Thompson. "It also helps in reducing staffing levels at the front counter." In addition, Smart Band® is adjustable while the facility's previous product was not.

Keyless locker access is only one of the many applications that the Smart Band® RFID Wristband System can be used for. Parks and resorts use Smart Band® as a high-security identification and admissions pass, allowing entrance into the property. In addition to lockers, Smart Band® provides keyless entry into guests' hotel rooms.

Money can be automatically loaded to the wristband to use as a cashless payment card for any point of purchase, with the option of pre-allocating an amount for children. Industry reports cite that guests

spend more through cashless methods as opposed to cash. The band can also be used to activate vending machines and arcade games, as well as identify lost children to help reunite them with their parents through its automated identification technology. The waterproof wristband is available in 13 colors.

Thompson said that Splash! La Mirada Regional Aquatics Center is looking into additional RFID applications to allow guests to pre-purchase meals or allocate an amount on children's bands for their individual spending. "We look forward to working with PDC to improve the overall guest experience and provide an even higher level of convenience and value for our customers," she said.

For additional information regarding PDC's RFID Solutions please call 866-403-6526 or visit [www.pdcorp.com/rfid](http://www.pdcorp.com/rfid). For additional information on Smarte Carte's Smarte Locke® system, call 800-838-1176 or visit [www.smartecarte.com](http://www.smartecarte.com).

#### **About Precision Dynamics**

With 50 over years of experience, PDC is the global leader and pacesetter in the development of wristband and label systems for healthcare, leisure and entertainment, and law enforcement. The company introduced the first patient bar code ID wristband, patented Smart Band® Radio Frequency Identification (RFID) wristbands, and the award winning PDC Smart® Kiosk. PDC is committed to 100% quality in service, design, and manufacturing and has ISO-9001: 2000 and ISO-13485: 2003 certification. For more information, visit [www.pdcorp.com](http://www.pdcorp.com).

#### **About Smarte Carte, Inc.**

Smarte Carte, Inc. is the leading concessionaire of self-serve vended luggage carts, electronic lockers, commercial strollers and massage chairs, as well as other passenger and guest services at more than 1,200 transportation centers, shopping centers and entertainment facilities worldwide. Since 1967, Smarte Carte® has helped millions of people maximize their travel, shopping and entertainment experiences. For more information, visit [www.smartecarte.com](http://www.smartecarte.com).

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## Digital Guard Dawg 2 Go Keyless Makes It Painless

Tuesday, August 28, 2012 19:51

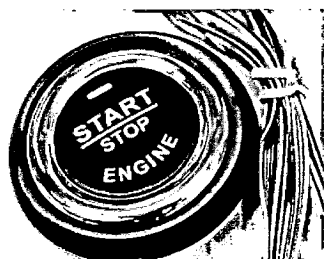
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Do you have a vehicle without a keyless entry system? Or perhaps the system you currently have is old with very limited functions? Well if that's the case then you should take a look at the 2 Go Keyless setups available from Digital Guard Dawg.

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Their advanced 2 Go Keyless system can easily give your ride the additional benefit of hands-free entry, push button start, and a full feature alarm. The RFID credit card-sized iKey transponder fits easily in your pocket and will lock and unlock your doors depending on your proximity to your vehicle.

The OEM style design push button start system literally makes your keys a thing of the past. They even have an emergency bypass card in case you lose your iKey or the battery goes dead. All in all Digital Guard Dawg's systems provide a complete solution to your hands free and alarm needs.

Check out Chris in the video below as he goes through all the options this system provides!

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**SEARCH****MECHANICAL KEYLESS LOCKS  
KEYLESS SAFES****ELECTRONIC KEYLESS LOCKS****BIOMETRIC FINGERPRINT LOCKS****Mechanical Keyless Locks: A Simple Way to Go Keyless**

Think of a mechanical keyless lock as an upgrade to a conventional lock and key system. A keypad replaces the usual keyhole and a numerical code that gets entered into the keypad replaces the key. When entered, the code activates the latch mechanism to open the mechanical door knob.

**Top Reasons for Switching to Mechanical Digital Locks**

Going keyless is fast becoming an attractive option for many people. As consumers enjoy the ease of keyless entry that has become standard on many vehicles, they are looking to bring the same convenience to their homes and businesses.

A mechanical keyless entry system provides numerous lifestyle benefits, the most beneficial being ease of entry and doing away with keeping track of keys. Many consumers also find that keyless locks provide more security because they can enter their homes faster. Furthermore, the unique codes that unlock mechanical locks make it nearly impossible for burglars to figure out. The following chart gives a quick comparison of keys versus keyless door locks.

**Mechanical Locks vs. Traditional Lock and Key Benefits Comparison**

Benefit	Mechanical Lock	Lock and Key
Does away with fumbling for keys to enter a home or office	Yes	No
Removes risk of misplaced or lost keys	Yes	No
More secure choice	Yes	No
Prevents locking yourself out	Yes	No
Works in all weather conditions	Yes	No, Sometimes locks stick
Extra hardware needed for family members	No	Yes, Additional keys

**Mechanical Keyless Entry Advantages**

Mechanical access locks, according to industry sales reports, are the most popular type of keyless entry lock for several main reasons:

- *Easy to use* – digital mechanical door locks are the most basic keyless entry system. You simply press the applicable numbers on a keypad to open a door.
- *Versatility* – There are mechanical keyless lock solutions for interior and exterior doors for residential, small businesses, commercial and industrial applications.
- *Easy installation* – traditional lock and key mechanisms can be changed to mechanical push button locks as a do-it-yourself project with just minor modifications and no wiring required.
- *Quick code change* – the secret entry code for the stand alone keypad operated lock can be changed at any time without removing the lock from the door.
- *Price* – cheap mechanical entry locks can be found online, as well as inexpensive mechanical combination locks.
- *No added energy costs* – mechanical keyless locks do not use electricity or require batteries to operate.

**Keyless Locks Overview**

Why Switch to Keyless Locks  
Which Keyless Lock System?  
Specialty Keyless Locks  
Commercial Keyless Locks

**Biometric Fingerprint Locks**

Biometric Fingerprint Lock Security  
How to Pick a Biometric Lock  
Biometric Keyless Lock Installation

**Mechanical Keyless Locks**

Mechanical Keyless Locks Overview  
Types of Mechanical Locks  
Mechanical Keyless Lock Installation

**Electronic Keyless Locks**

Why Electronic Keyless Locks  
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## CodeLocks Digital Lock Blog

[best locker lock](#), [cabinet locks](#), [digital cabinet locks](#), [KitLock](#), [locker key management](#), [locks for lockers](#)

# Lockers for work – go keyless with KitLock digital cabinet locks

Posted by [CodeLocks](#) · November 1, 2012 · [Leave a Comment](#)

**Filed Under** [code locks](#), [CodeLocks](#), [digital keyless access products](#), [security lock](#)

There are many people who go to work and need to change into a uniform before they start their shift. There are also many people who have a job where they need somewhere safe to store their personal belongings. This could be a factory, a warehouse, a hospital, a school, a shop or an office.

For some organisations it means having several hundred workplace lockers on site and in use most of the time. Managing the keys for all these lockers can create an additional burden for the maintenance team. Inevitably people will lose locker keys and locks will get broken, inconveniencing everyone concerned. The cost of replacing keys and the time taken to replace locks can also become an expensive issue.

### **Choose buttons not keys**

One solution is to remove locker keys from the equation altogether. The [KitLock CL1200](#) is a robust keyless cabinet lock that uses a four-digit code to secure and open lockers. As it's far easier for people to lose a locker key than it is to forget a four-digit code, from a maintenance perspective, using a keyless solution offers the potential for long-term financial and time-management savings.

If an employee forgets her code, then a master code will open the door to the locker. This process is far easier than having to break the lock open or to arrange for another key to be cut. It also means the locker does not have to be 'out of action' while this is being done. And the employee is not left at the end of a shift or working day without her clothes or personal belongings!

### **How does a KitLock work?**

A KitLock digital cabinet lock functions in two different modes of operation. 'Single use' or 'locker mode' allows a new code to be selected every time the locker is used. In this mode the

locker does not have to belong to a particular employee. This might be useful, where there is not enough space or budget to provide a locker for every member of staff. The locker is only occupied for the duration of a working day or shift, then the contents are removed and the locker is ready to be used again by the next employee.

In 'repeated use mode', lockers can be allocated to a particular staff member on a more permanent basis. Employees can choose their own code and use it every day to access the same locker. In this mode, the employees are able to leave items in the locker, like uniforms, ready to wear the next time they are at work.

### **Easy to fit and maintain**

KitLock keyless cabinet locks are easy to fit, taking just a few minutes to remove the existing cam lock from the door and make an additional top fixing. Once in place a KitLock (CL1200) can perform up to 50,000 openings on just two AAA batteries.

For more information on how your workplace can benefit from using KitLock electronic locker lock contact us on 01635 239645 or visit our website.

### **Read more**

[The different modes and codes for a KitLock digital cabinet lock](#)

[Lost another locker key? Go keyless with KitLock and make the switch to digital cabinet locks](#)

## **Discussion**

No comments yet.

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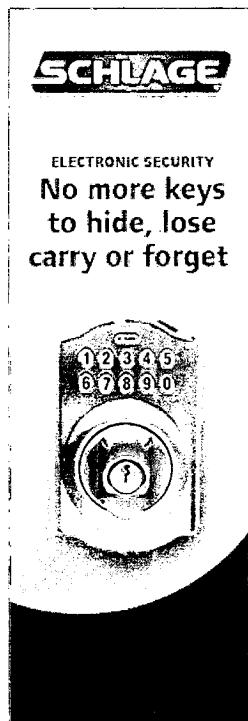
### Top 10 Reasons to Go Keyless

Tuesday, June 14, 2011 by Unlock Schlage

*Your neighbors will be so jealous!*

How many times have you lost the key to your front door, and had to head to the local hardware store to have new ones made? Or hidden a key under the doormat for someone, knowing that it's not exactly the safest way to go? Thanks to Schlage Electronic Security, there's no reason to do any of that!

Schlage's keyless locks are easily installed with no more than a screwdriver, and it allows the user to add, change or delete user codes in just seconds. No more making extra keys or leaving the security of your home under the doormat. Electronic Security keypads relock after 5 seconds, ensuring your home is safe and secure at all times, and boast a 3-year battery life.



If this isn't enough to convince you, we've compiled a list of Top Ten Reasons to go keyless!

#### Top Ten Reasons To "Go Keyless" With Schlage Keypad Locks

1. You just got rid of your 8-track collection and typewriter, so upgrading your old mechanical lock is the logical next step.
2. The other joggers are beginning to complain about the loud jingling of keys in your pocket.
3. Three-year battery life is one of the longest commitments you've ever had.
4. You're afraid of the dark, but that's okay because the keypad is backlit for easy visibility at night.
5. The neighbors will be so jealous.
6. You can give out personalized access codes for all your friends, and then deactivate them when you get into an argument.
7. You just love things that last a long time, like lifetime mechanical and finish warranties.
8. You like to surround yourself with success, so the #1 brand of electronic lock, the most secure home keypad lock, and a Consumers Digest best buy rating is right up your alley!
9. You know how TV remote numbers wear off? Well, these buttons won't wear over time.
10. You're into heavy metal, and our ANSI Grade 2 keypads are just that.

Chris D.  
Schlage Portfolio Manager

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# Dinsmore

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Via Courier

Mr. Larry Winocoor  
Builder Facilitators, Inc.  
dba JustGoKeyless  
10343 Coventry Court  
Boca Raton FL 33428

Re: Just Go Keyless; JustGoKeyless.com; Infringement of GOKEYLESS Trademark

Dear Mr. Winocoor:

I am writing on behalf of our client, 21st Century Solutions, Ltd. Our client has been selling keyless locks and security systems under the trademark GOKEYLESS and through its web site <gokeyless.com> since at least as early as 2003.

Recently, our client discovered that you are using the designation JUST GO KEYLESS on your web site, <justgokeyless.com>. Printouts from your web site are enclosed. I note also that you filed an intent-to-use trademark application in 2007 for JUST GO KEYLESS in connection with "retail and on-line retail store services featuring locks." I understand that you abandoned the application 2009.

Your use of JUST GO KEYLESS on your web site and in the <justgokeyless.com> domain name constitutes trademark infringement and unfair competition under state and federal law. Your continued use of JUST GO KEYLESS is likely to lead to customer confusion.

The federal Trademark Act grants courts the power to issue preliminary and permanent injunctions, and to award monetary damages and the infringer's profits to the trademark owner. In appropriate cases, the courts may treble the award of damages and profits. The courts also have the power to order the infringer to pay the trademark owner's costs and attorney fees in trademark infringement litigation.

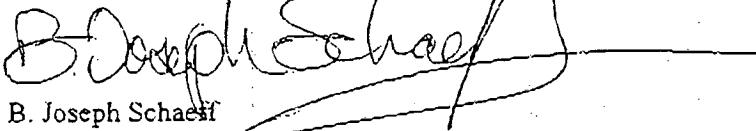
Our client insists that you cease using JUST GO KEYLESS as a trademark and in your domain name, and that you disable the <justgokeyless.com> web site. Our client is willing to grant you a reasonable period of time in which to phase out use of JUST GO KEYLESS and transition to a new name, but only if you commit to do so in the near future.

D

You or preferably your legal counsel should contact me to make arrangements for assignment of the <justgokeyless.com> domain name to 21st Century Solutions, Ltd.

I look forward to an early response from you or preferably your legal counsel regarding this matter. Ten (10) days should be sufficient for response.

Very truly yours,



B. Joseph Schaeff  
BJS/sb/enclosures

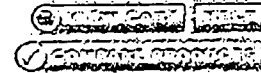
cc: 21st Century Solutions, Ltd.

Builder Facilitators, Inc.  
Attn. Shelly Stein  
1218 East 73rd Street  
Brooklyn NY 11234  
Via First Class Mail

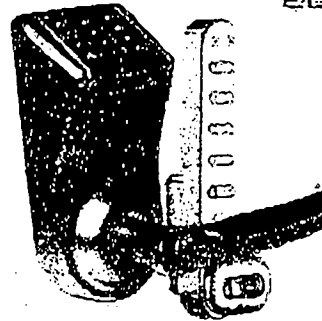


Just Go Keyless! | JustGoKeyless.com

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dba JustGoKeyless  
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Boca Raton FL 33428

December 21, 2011

FAX NO.: 561-482-8826

RE: Just Go Keyless; JustGoKeyless.com; Infringement of GOKEYLESS Trademark

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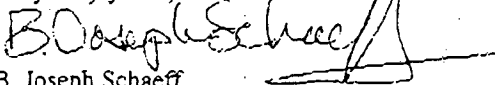
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Mr. Winocoor:

I refer to my letter of December 16, 2011, copy attached. I understand that you refused FedEx's attempt to deliver this letter to you. Accordingly, I am attempting delivery via fax and first class mail. If you wish to avoid litigation, I urge you to review this letter with your attorney at your earliest opportunity.

Very truly yours,

  
B. Joseph Schaeff  
BJS/sb/encs

cc: 21st Century Solutions, Ltd. w/encs.

cc: Builder Facilitators, Inc. w/encs.  
Via First Class Mail

cc: Builder Facilitators, Inc. w/encs.  
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